

Rep Order# 6851927 Ver# 3 Mod# 0 Status Confirmed Traffic Order# 106554 Last Received: Printed: 09/13/2012 10:00 AM
EC'd Yes Showing Buylines: All Lines 1 of 2

Station KSNV-TV LAS VEGAS, NV.

Advertiser () OBAMA FOR AMERICA

Product OBAMA ADD

Estimates# 1768

Buyer Maura Gilroy

Phone#

Fax#

Agency () GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E

95/10/11768

Flight Dates 09/13/2012 -09/17/2012

Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
1	TH-F, M-W	5A-6A	WAKE UP WITH THE WAGNERS		:30	\$125.00	09/13-09/19	2	1	2	\$250.00	
2	TH-F, M-W	6A-7A	WAKE UP WITH THE WAGNERS		:30	\$250.00	09/13-09/19	2	1	2	\$500.00	
3	TH-F, M-W	7A-9A	TODAY SHOW		:30	\$550.00	09/13-09/19	2	1	2	\$1,100.00	
4	SA	7A-9A	SATURDAY TODAY		:30	\$225.00	09/15-09/15	1	1	1	\$225.00	
5	TH-F, M-W	3P-4P	DR. PHIL		:30	\$225.00	09/13-09/19	2	1	2	\$450.00	
6	TH-F, M-W	5P-630P	EARLY NEWS		:30	\$375.00	09/13-09/19	4	1	4	\$1,500.00	
7	SA	5P-630P	KSNV EARLY NEWS		:30	\$225.00	09/15-09/15	1	1	1	\$225.00	
8	M	8P-10P	THE VOICE		:30	\$4,000.00	09/17-09/17	1	1	1	\$4,000.00	
9	F	9P-10P	GRIMM		:30	\$1,000.00	09/14-09/14	1	1	1	\$1,000.00	
10	F	10P-11P	DATELINE NBC		:30	\$2,100.00	09/14-09/14	1	1	1	\$2,100.00	
11	SU	530P-830P SUN NT FB: DET @ S FRAN			:30	\$8,000.00	09/16-09/16	1	1	1	\$8,000.00	
12	TH-F, M-W	11P-1135P NEWS 3 NIGHTSIDE			:30	\$1,100.00	09/13-09/19	2	1	2	\$2,200.00	
13	TH-F, M-W	1135P-1235A	TONIGHT SHOW W/ JAY LENO		:30	\$425.00	09/13-09/19	2	1	2	\$850.00	

Rep Order# 6851927 Ver# 3 Mod# 0 Status Confirmed Traffic Order# 106554 Printed: 09/13/2012 10:00 AM
EC'd Yes Last Received: 09/12/2012 12:38 PM 2 of 2

Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.	Agency () GMMB	Rep Firm	09/13/2012 10:00 AM
Advertiser () OBAMA FOR AMERICA	3050 K ST NW	Sales Office () PHILADELPHIA	09/12/2012 12:38 PM
Product OBAMA ADD	WASHINGTON, DC 20007	Salesperson () AMY MCCREARY	
Estimate# 1768	95/10/11768	Salesperson Phone# 215-568-6540	
Buyer Mama Gilroy	Agency C/P1/P2/E 09/13/2012 - 09/17/2012	Salesperson FAX# 215-568-1845	
Phone# Fax#	Hiatus Weeks		

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
1.4	TH-F, M-W	1235A-	LATE NIGHT W/JIMMY FALLON	135A	:30	\$225.00	09/13-09/19	3	1	3	\$675.00	---

—REPORT TOTALS—

Report Totals: 25 / \$23,075.00

—SALES MONTHLY TOTALS—

Sep 12: 25 / \$23,075.00

Sales Totals: 25 / \$23,075.00

Station Totals: 25 / \$23,075.00

Lines not sent/rclsd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$135,735	CATV	0%	KBLR	0%	KINC	0%	KLAS	35%	KSNV	17%
	XXXX	KTNV	13%	KTUD	0%	KVCM	0%	KVNY	7%	KVNU	28%

—COMPETITIVE COMMENTS—
EST SHARES

Books JUL12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

— CREDIT RISK —
CASH IN ADVANCE